

Amendments to the Claims

Please replace the claims as filed with the claims set forth below. This listing of claims will replace all prior versions, and listings, of claims in the application:

1-18. (Canceled)

1 19. (Previously Presented) The communications network of claim 34, wherein the
2 instant messaging content further comprises:
3 a personal ID associated with a user of the IM application.

20-24. (Canceled)

1 25. (Previously presented) The communications network of claim 30, wherein the
2 television program is provided by a VDSL service.

1 26. (Previously presented) The communications network of claim 30, wherein the
2 television program is provided by a satellite television service.

1 27. (Previously presented) The communications network of claim 30, wherein the
2 television program is provided by a cable television service.

28-29. (Canceled)

1 30. (Currently Amended) A communications network having a plurality of
2 interconnected instant messaging (IM) users, comprising:
3 a set top box for each of the users, wherein the set top box for each user executes an
4 IM application and receives a broadcast television program as a digital video stream
5 comprising a program ID identifying the television program, wherein the set top box
6 captures the program ID from the digital video stream;
7 a user interface associated with each user, including a display device and plural display windows
8 at the display device, the plural windows for simultaneously displaying multiple content,

9 wherein a first display window is for displaying ~~a~~ the broadcast television program for that
10 user, wherein a second display window is for displaying IM content including IM messages
11 created by the IM users, and wherein at least some of the IM content includes a program ID
12 identifying the television program being displayed to users creating the IM messages;
13 an IM server operated by an IM service provider for receiving, displaying and sending IM
14 messages among the users, the IM server also managing personal profile data entered by
15 the users;
16 a survey database connected to the IM server for receiving and storing data relating to
17 the displayed IM messages; and
18 a survey server separate from the IM server for receiving from the survey database data
19 relating to IM messages displayed at the user interface, for aggregating IM content,
20 including program IDs and keywords present in the displayed IM messages, and personal
21 profile data of the users associated with the displayed IM messages, and for generating
22 reports using the aggregated IM content and the personal profile data so that video
23 programming activity by multiple users may be tracked at the survey server.

1 31. (Previously Presented) The communications network of claim 30, wherein the
2 user interface further comprises a set top box for providing video signals to the display device.

1 32. (Previously Presented) The communications network of claim 30, wherein the
2 display device comprises a television.

1 33. (Previously Presented) The communications network of claim 30, wherein the IM
2 content further comprises a text message.

1 34. (Currently Amended) The communications network of claim 30, wherein ~~the~~
2 ~~users are each using an IM application, and wherein the network further comprises:~~
3 ~~a set top box for each of the users and for executing the IM application, wherein the~~
4 ~~set top box receives the broadcast television program and the program ID identifying~~
5 ~~the television program, wherein the IM application captures the program ID at the set top~~
6 ~~box so that the program ID identifying the broadcast television program being viewed~~

7 by each user changes when the television program being viewed by that user
8 changes.

1 35. (Previously Presented) The communications network of claim 30, wherein the
2 display device further includes a set up screen used by each of the users to set up an instant
3 messaging session, and wherein the program ID is entered by the user at the set up screen.

1 36. (Previously Presented) The communications network of claim 30, wherein the
2 personal profile data of the users is entered at a profile screen, so that the programming activity
3 being tracked can be associated with demographic information of users collected from the
4 personal profile data.